



Myths & Monsters

Information pack

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Exhibition overview

Unravelling the truth...

Thousands of years telling tall tales of heroic journeys and fabulous beasts have left us with enduring legends. Every culture has its mythical creatures and many of them share the same origins. Myths & Monsters explores our best-known ancient myths and the possible scientific explanations behind them. It brings life to curriculum-based activities, such as ancient history, Greek mythology, creative writing, storytelling and zoology. The subject of Myths & Monsters is intriguing and the exhibition promises to be universally popular.

Myths & Monsters has been designed as a family blockbuster exhibition of approximately 500 square metres. The exhibition features five impressive animatronic models of a dragon, a chimera, a yeti, a cyclops and an alien, one graceful static model of a unicorn and additional graphic panels telling the story of the giant roc and mysterious sea creatures. It offers enormous potential both for education and merchandise and is supplied with exhibition text for translation and production of text panels by the hirer.

Promotional opportunities

Myths & Monsters lends itself to many promotional activities. Numerous publicity campaigns can be built around the intriguing aspects of the exhibition in order to boost visitor numbers and raise the profile of the venue.

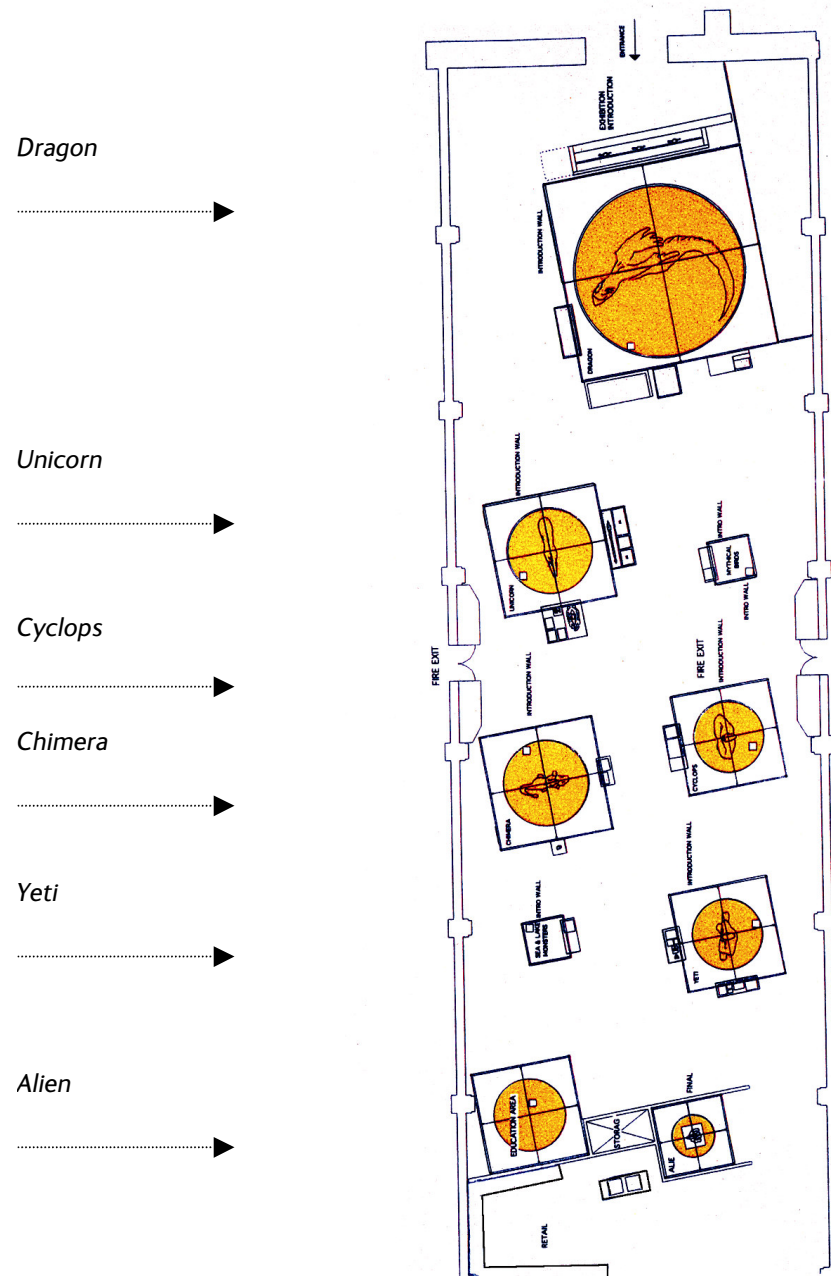


Cycle advertisement
in Edinburgh



Billboard advertising campaign
in Ceuti, Spain

Gallery plan



Exhibition layout

Structure and lighting

Each animatronic model stands within its own scaffold barrier system. The structure has its own internal lighting system, which is synchronised with the sound and movements of the animatronic to create a mysterious effect. Three backlit text and graphic panels introduce the relevant myth, each supported by science boxes with specimens and additional graphics panels. The science boxes are lit with a combination of fluorescent and backlighting.



Introduction area

Ambient water sounds, with whispers in different languages recounting sightings of strange creatures. Scaffold structure containing three mysterious Jenny Hanivers (sea creatures such as mermaids crafted by humans from parts of different animals) in a large case illuminated with UV lighting and a water effect. The exhibition title is behind them. The scene is set for the rest of the exhibition.

Approximate scaffold dimensions

Height: 4.4m or 3.2m

Length: 7m

Width: 1.5m



Dragon scene

The dragon, the most mythical of beasts, has two personalities: the benign dragon of the East and the evil incarnation of the devil from the West. But what provoked ancient people to believe they existed? The link between dragons and dinosaurs stretches back to 1600 BC, when Chinese writers first recorded the use of dragon bones in medicines. The dragon bones and teeth displayed in this scene are actually fossils from mammals and dinosaurs.

Animatronic dragon with rumbling roaring sound

Movements: head up and down and left and right, mouth open and shut, toe twitches, tail twitches, eyes open and close.

Approximate scaffold dimensions

Height: 4.4m or 3.2m

Length: 7m

Width: 7m

Approximate assembled dragon dimensions

Height: 2.25m

Length: 5m

Width: 1.5m

Approximate dragon weight: 680kgs

Base surround weight: 120kgs

Three science boxes with explanatory text panels containing:

Four specimens, Komodo dragon cast, *Protoceratops* skull cast, and dinosaur teeth casts in a pullout drawer

Dragon model transport components

Head, left wing, tail, right wing, body, base surround in four pieces



Unicorn scene

The legendary unicorn is a magical creature whose single horn was believed to have powerful healing properties. The reality is stranger than fiction when we discover the real origin of the unicorn's horn is the spiralled tusk of an Arctic whale.

Static unicorn model with whinnying sound and rearing pose

Approximate scaffold dimensions

Height: 4.4m or 3.2m

Length: 4m

Width: 4m

Two science boxes with explanatory text panels containing:

Six specimens, ancient rhino tooth cast, real domestic horse tooth, ancient rhino skull and horn cast, Indian rhino horn cast, Arabian oryx skull and horns casts, Narwhal tusk cast

Approximate assembled unicorn dimensions

Height: 3m

Length: 2.15m

Approximate unicorn weight: 300k

Unicorn model transport components

Head and neck, lower body, horn



Chimera scene

The chimera in Greek mythology was a grotesque monster with a head and body of a lion, the head of a she-goat and a serpent's head in place of a tail. Modern day chimeras from the realms of genetic science, such as the geep (half sheep, half goat) are just as thought provoking.

Animatronic chimera with three heads: lion's roar, goat's bleat and snake's hiss

Movements: lion snarls and mouth opens, goat opens mouth and turns head, snake lifts head up and opens mouth.

Approximate scaffold dimensions

Height: 4.4m or 3.2m

Length: 4m

Width: 4m

Approximate chimera dimensions

Height: 2.1m

Length: 1.9m

Width: 1.1m

Approximate chimera weight: 300kgs

Two science boxes with explanatory text panels containing:

Two specimens, Jenny Haniver and
devil's toenails

Chimera model transport components

The chimera model travels assembled



Cyclops scene

Could anything be more terrifying than a giant whose facial symmetry is distorted by a huge single eye? The scientific origin of the human-like cyclops is truly fascinating. When the one-eyed man's skull was compared with elephant skulls, the true identity of the cyclops was revealed.

Animatronic cyclops grunts and noisily chews a hunk of meat

Movements: lifts meat up to mouth, opens mouth, eye moves round

Approximate scaffold dimensions

Height: 4.4m or 3.2m

Length: 4m

Width: 4m

Approximate cyclops dimensions

Height: 2.3m

Length: 1.5m

Width: 1.55m

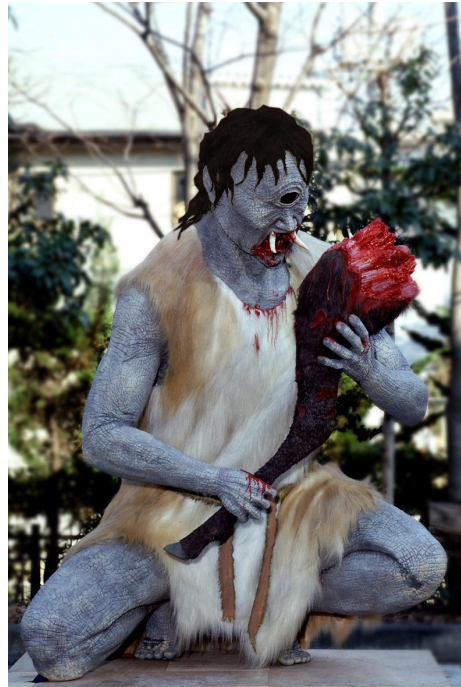
Approximate cyclops weight: 600kgs

One science box with explanatory text panel containing:

One specimen, cast of an extinct pygmy elephant skull, *Mastodon*

Cyclops model transport components

The cyclops travels assembled



Wild men scene

The yeti is perhaps the most likely of all mythical creatures to exist. Reports of huge primate creatures abound in many of the most remote and mountainous parts of the world – could some be real? A replica of the yeti scalp brought to the Natural History Museum in 1961 for DNA testing is displayed alongside the giant animatronic yeti model.

Animatronic yeti grunts

Movements: lifts wooden pole up to mouth to chew it, eyes visitors and frowns

Approximate scaffold dimensions

Height: 4.4m or 3.2m

Length: 4m

Width: 4m

Approximate assembled yeti dimensions

Height: 3.3m

Width: 2.23m

Weight: 830kgs

Base frame: 1.6m x 2m

Two science boxes with explanatory text panels containing:

Three specimens, yeti scalp, gigante pithecius, mandibles cast

Yeti model transport components

Upper body, lower body and pole



Roc and phoenix graphic panel



Backlit graphic panel explaining the folklore of the roc

The roc is born of the myth of an eagle-like bird, reputedly able to carry elephants. Could an ancestor of existing birds have provoked tales of this spectacular creature?

The phoenix is an even more famous mythical bird, which symbolises the sun, rebirth and fire. Like the purple heron, it has fiery colouring and a crest on its head.



Science box with explanatory text panel

The science box contains the cast of an *Aepyornis* egg.

Sea creatures graphic panel

Three backlit graphic panels with seven images explaining stories of the various creatures of the deep

Many myths appear from the depths of the ocean and some of the old mariners' visions are closer to the truth than we imagine. The world seas hold extraordinary life forms whose inaccessible habitat keeps them from prying eyes. Of course, no myths exhibition is complete without an exploration of the numerous Loch Ness monster tales. One popular explanation for the sea creature is the survival of a plesiosaur, a long-necked marine reptile that lived at the time of the dinosaurs.



Approximate scaffold
dimensions

Height: 3.2m

Length: 1.5m

Width: 1.5m

Alien scene



Scientists know that only a tiny fraction of the estimated 30 million species on Earth have been discovered. Bizarre creatures with the ability to survive on unfamiliar continents may yet turn out to be more than just figments of our wildest imagination.

Animatronic alien breathes heavily

Movements: turns head, looks at visitors, fingers twitch, lifts hand up to point at visitors

Approximate scaffold dimensions

Height: 4.4m or 3.2m

Length: 2.5m

Width: 2.5m

Alien model transport components

The Alien travels assembled

Approximate alien dimensions

Height: 1.8m

Length: 0.9m

Width: 0.9m

Approximate alien weight: 200kgs

Three backlit graphics panels, two of which contain the exhibition's final message

Specifications

The Natural History Museum's responsibilities

- five impressive animatronic models with synchronised lighting, sound effects and integral barrier system
- one static model
- hands-on replicas: Komodo dragon, *Elasmotherium* skull, devil's toenails, horse and rhino teeth, ancient rhino horn and skull, narwhal tusk
- exhibition graphics and text for translation and production of text panels
- background sound CD
- promotional images
- educational events suggestions
- installation and dismantling service of animatronic models
- technical support services
- instructions for day-to-day supervision of animatronic models

Host venue's responsibilities

- an indoor display area of minimum 500m²
- controlled environment between 18°C - 25°C
- transport costs from previous venue in three trailers
- air compressor and pipework to power the animatronic models
- electrical supply
- translation and production of text, text panels and graphics
- skilled installation and dismantling support staff
- forklift, crane or other equipment, as required for access
- two scaffold towers for installation and dismantling
- promotion and publicity

transit and exhibition insurance

Transport information

Three 13.5-metre tilt trailers

Target audience

7–12 age group, families and school groups

Ideal hire period

3-5 months

Average installation/dismantling period

Seven days

Educational events and activities

A number of child and adult educational activities complemented the exhibition during its time at the Natural History Museum. Activities aimed at both the public and schools included storytelling, creative writing workshops, *Myths in the Making* (looking at modern day myths and mysteries) and a handling table of specimens with mysterious interpretations. There were also a number of adult educational courses, which took on the *Myths & Monsters* theme in relation to the natural sciences.

Make Your Own Monster Game

Target audience: children in family groups aged 3–11. Children in school groups aged 7–11.

Handling table

Target audience: families and schools 7–11 years.

A chance for visitors to experience some of the venue's own specimens that have mythical or mysterious interpretations.

Modern Myths

Target audience: adults, families and schools 7–11 years.

Specialists and scientists discuss aspects of their work with the public.

Storytelling

Target audience: families with children aged 3–7. Families with children aged 8–11.

Create a Myth – Creative Writing Workshop

Target audience: school children aged 9–14. Families with children aged 7–11.

Chinese Whispers – The development of Myths

Target audience: school children aged 9–14. Families with children aged 7–11.

Press release

Unravelling the truth... Myths & Monsters

A major new exhibition at the Natural History Museum.

Open to the public: Sunday 5 April – Sunday 13 September 1998

Cyclops, unicorn, yeti, dragon, chimera, the Loch Ness monster... are these creatures real or imagined? Giant moving models shrouded in mysterious pods, set against a dramatic backdrop each with their own sound effects and combined with Museum specimens, form a new and exciting exhibition at the Natural History Museum. In *Myths & Monsters*, visitors experience a breathtaking journey from ancient times, when legends of bizarre beasts first became embedded in different cultures, through to the present day when science has often unravelled fact from fiction.

Myths & Monsters looks at each creature from a mythological, historical and scientific perspective and explores the vivid scope of the human imagination in creating such terrifying beasts. As an internationally renowned scientific research centre, the Natural History Museum's expertise is called upon to examine some of these bizarre findings, such as the 'yeti scalp' and 'yeti pelt' and into possible explanations for the Loch Ness monster. Real specimens and replicas relating to some of these findings are on display in the exhibition.

The 'yeti scalp', borrowed for analysis by Sir Edmund Hillary during his Tibetan expeditions in the 1960s was analysed by scientists at the Natural History Museum. It was claimed to belong to a giant human-like creature and the exhibition reveals the truth of its origins. We do know that deep in wilderness areas of Asia, large apes survived until quite recent times.

Other creatures explored in the exhibition include the dragon, which in the West often represents evil and in the East is credited with beneficent powers; the white-horned unicorn, with its complex history and magical powers; the fearsome one-eyed cyclops, and the ever-elusive Loch Ness monster.

The chimera, which in Greek mythology was a fire-breathing monster with the head of a lion, body of a she-goat and tail of a dragon, has in the present day come to mean any organism containing genetically different tissues. Advances in modern genetic engineering mean the chimera really does live on.

Views of the world have changed dramatically since stories of extraordinary creatures first filtered back from unfamiliar continents. However, scientists know that only a tiny fraction of the estimated 30 million species on Earth have been discovered. The exhibition ends with the unanswered question of whether it will ever be possible to unravel fact from fantasy beyond this Earth. After all, nowhere is our imagination greater than in the realms of outer space.

Extract from *Through the Looking Glass* by Lewis Carroll

The unicorn's eye fell upon Alice... 'What is this?', he said at last.

'This is a child!' Haigha replied eagerly... 'We only found it today. It's as large as life, and twice as natural!'

'I always thought they were fabulous monsters!' said the unicorn...

Alice began, 'Do you know, I always thought unicorns were fabulous monsters too!'

'Well, now that we have seen each other,' said the unicorn, 'if you'll believe in me, I'll believe in you. Is that a bargain?'

'Yes, if you like,' said Alice.

Media coverage

This report evaluates the media coverage achieved pre and post the launch of the temporary exhibition *Myths & Monsters* in April 1998. It covers a six-month period from 1 April 1998 to 30 September 1998. The brief was to develop and implement an integrated campaign to:

- build visitor numbers to the exhibition by maximising coverage in target media sectors
- position the Natural History Museum as a leading scientific research centre
- position the Natural History Museum as a world leader in the development and staging of dynamic exhibitions

To achieve the above, a detailed media strategy was drawn up. Existing contacts were targeted and a significant number of new contacts were made through key elements of the campaign such as in consumer magazines and in the science fiction/crypto zoology market.

- for the period April and May 1998 when *Myths & Monsters* first opened, visitor numbers surpassed 270,000, breaking all previous records by over 50,000 for April since charging was introduced in 1987.
- from a base total of 200 visitors questioned, more visitors came to see *Myths & Monsters* than any other exhibition during the months of April and September 1998 when the exhibition opened and closed.



Myths & Monsters was one of the campaigns included in the entry for PR Weeks In-House Department of the Year award 1998 for which the Museum's PR team was the overall winner.

THE TIMES FRIDAY APRIL 3 1998

4M HOME NEWS 11

Experts set out to unravel the monster myths

THE abominable snowman may exist but is more likely to inhabit the jungles of South-East Asia than the slopes of the Himalayas.

Professor Chris Stringer, an expert on human origins, said yesterday that sightings of the mythical ape-like creature, also known as the yeti, could not be dismissed out of hand, but an age 100 tail could not possibly find enough to eat on Everest.

Speaking at the opening of an exhibition, *Myths and Monsters*, at the Natural History Museum in London, he said: "The dense forests of South-East Asia are a far more plausible place to look. Recently a deer previously unknown to science was found in Vietnam, so there are still species to be discovered." He added: "I am not saying it is there, but I am not ruling it out either."

The exhibition includes an animated model of what the yeti might look like, based in part on a real creature, *Gigantopithecus*, whose massive jawbone was found in China. This huge ape lived alongside giant pandas and pigs and probably only became extinct in the past 100,000 years. Its jaw showed that it lived on coarse graining, probably the same bamboo shoots that feed the pandas.

There's not too much bamboo on Everest," Professor Stringer said. But it was just possible that *Gigantopithecus* survived somewhere. "We would need bones to compare with this fossil, or even droppings we could analyse for DNA, to prove it."

Existing evidence consists of sightings, footprints and folk memory. The yeti appears in medieval art, and in Western literature from 1820

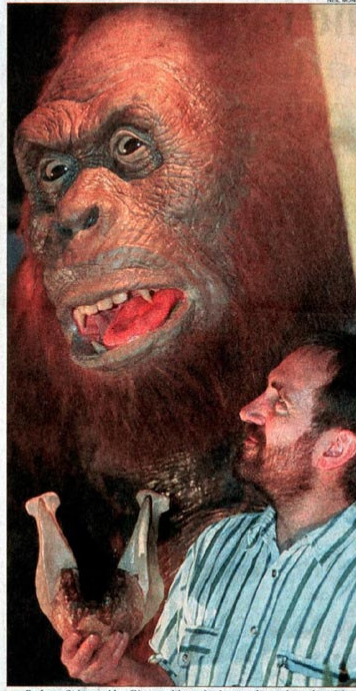
The yeti may yet be found in Asian jungles but most fabled beasts are bogus, reports Nigel Hawkes

Looking exactly like an eye-socket, where their trunk was connected.

Other monsters were indeed concocted, sometimes by unscrupulous sailors or showmen. In the 19th century sailors often turned the skins of snakes and rays into grotesque creatures with human-like faces known as Jenny Hanivers. (The origin of this term is lost, but it may come from Jean D'Arvers, now Amersham, where many of these concoctions originated.)

The chimera, a fabulous beast made up of the parts of several animals, appears in many cultures from ancient times. The sphinx, the centaur (half man, half horse), the harpy (half woman, half bird) and the classical Greek chimera which combines lion, goat and serpent, are all examples.

Although all these are imaginary, genetic science has actually made chimeras possible. The genes of one creature can be combined with those of another, although the intention is not to create monsters, but sheep or cows that produce human proteins in their milk. Sometimes real creatures are just as strange as the mythical ones. The exhibition includes a 12ft specimen of the ribbon fish, washed up on the shore at Whitby in North Yorkshire in 1961. These fish are seen only a few times a century, according to Oliver Crimmen, curator of fishes at the museum. Nobody knows what they feed on, and only once has a living specimen been filmed. Dr Crimmen said that when seen thrashing about on the surface of the sea, these fish with their silvery skins could easily explain the sightings of mythical sea serpents.



Professor Stringer with a *Gigantopithecus* jawbone and an animated model

Here be devils to fright unwary souls

LEGENDARY monsters exist in many cultures. Their origins often lie in fossils. DRAGON: giant reptile-like creatures, often with wings and claws, and breathing fire. Origin likely to be discovery of dinosaur fossils 2,000 years ago in China, imaginatively reconstructed. UNICORN: a horse with a single horn in the centre of its forehead. Fossils of the giant extinct rhinoceros *Elasmotherium*, with its single, 4ft horn, are found in Persia, where images of the unicorn are also found.

CYCLOPS: the one-eyed monster with a human body may originate from the skulls of ancient dwarf elephants that once lived on the Mediterranean islands. Their skulls have a single central "eye-socket".

MERMAIDS: sea mammals such as the dugong, manatee, or seal are the most plausible source. Their cries can be unconvincingly human, and dugongs lurk in the deep waters with their super body out of the water.

ROC: mythical bird of huge size from Ancient Persia. It may have been inspired by the fossil eggs, a foot in length, of an extinct bird, *Argentavis*, a prehistoric bird.

YETI: also known as the yeti in China, the apes of the yung in Vietnam, and bigfoot in America, the yeti is one of the most persistent of mythical monsters. Its inspiration may lie in the extinct great ape, creating a "folk memory" that still survives. KRAKEN: sea monsters that drag down ships with their many arms were clearly inspired by the octopus or the giant squid.

SEA SERPENT: the rare ribbonfish, with its glittering silver skin, could be the source of rumours of sea serpents. The Japanese believe its appearance presages an earthquake.



Cyclops of Greek myth



The fairytale unicorn



Kraken, the sea devil



The rapacious harpy

EXPOSICION REALIDAD Y FANTASIA

Monstruos entrañables

Cíclopes, unicornios y dragones son algunos de los protagonistas de la exposición "Mitos y monstruos" del National History Museum de Londres, una muestra que quiere descifrar qué tanto hay de ficción y de realidad en cada una de estas criaturas legendarias, utilizando como instrumentos la ciencia, la historia y la mitología. Así, se explica que el "yeti" sería el fantasma de un enorme mono hoy extinguido que devoraba bambú en las selvas del Sudeste Asiático -alimento que, por cierto, no abunda en el Himalaya. También se revela que en el "loch" Ness los científicos descubren nuevas especies, sí, pero de tamaño microscópico, y se explica que las creencias en los dragones nacen tras el descubrimiento de fósiles de dinosaurios hace más de 2.000 años. Explicaciones científicas aparte, la exposición deja un buen lugar para la fantasía. Las réplicas mecánicas de los monstruos, sus efectos sonoros y los paisajes fantásticos como telón de fondo, harán las delicias de niños y adultos. E. MUIBET

Hasta el 13 de septiembre
"MYTHS & MONSTERS"
National History Museum
Cromwell Road,
Londres SW7

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Dragones, unicornios y criaturas extrañas son los protagonistas de la exposición "Mitos y monstruos"



The Chimera, one of the most startling artefacts on show



Imposing relic... skull of a mastodon

Gallery of monsters which ruled the imagination

A new exhibition seeks to illustrate the link between myths which stalk the mind and the creatures which once roamed the earth

Tim Radford reports

DON'T knock the roc. The giant bird of eastern legend could have been Aepyornis, the extinct elephant bird which laid an egg a foot long and 10 inches wide.

The legend of the unicorn could have begun with a glimpse of the rhinoceros — or the long tusk of the narwhal. There is just a chance that the Greek myths of the Cyclops were inspired by the fossil skulls of the dwarf elephants of the Mediterranean that disappeared in the last Ice Age. That huge nasal opening may have looked like an unblinking stare.

On Tuesday, the Myths and

Monsters exhibition opens at the Natural History Museum in west London, where it continues until September 13. Chinese and Vietnamese have claimed to have had glowing reports of a hulking presence in the forests.

Chris Stringer, the specialist in human origins at the Natural History Museum, thinks the closest link with the yeti could be a creature larger than a gorilla, which

hair like the orang utan, and, okay, the yeti is reported as having reddish hair in some accounts," he said. Only a skull and jawbone have ever been found. Gigantopithecus was too big to swing through trees and nobody knows if it walked upright. The evidence of wear on its teeth suggests that, like the panda, it probably gnawed on a high fibre diet of bamboo.

It was, says Dr Stringer, unlikely to have studied the

could eat up there, particularly if it was feeding on bamboo. The exhibition examines the legends of the Chinese dragon and the discovery of dinosaur skulls and teeth 2000 years ago that might have set the storytellers and artists at work. It contemplates the stubborn mystery of Loch Ness and reports that the latest probes have revealed new species — but all of them tiny nematode worms. It also studies the fascination with mermaids, aliens and the chimera of Greek legend.

Dr Chalmers diplomatically says he has a different favour

its every time he goes into the exhibition, but he returns again and again to the chimera, the fire-breathing monster with a lion's head, a goat's body and a serpent's tail. Victorian fakers would make their own chimera from the skins of snakes and rays. Modern science has equipped mice with jellyfish genes, and begun to "create" experimental animals such as the goat, the goat chimp, "It foreshadowed in a strange way, the current debate about genetic engineering," he says. "I think we are tapping into something very deep about people's revulsion at suspecting with nature."



Chris Stringer, of the Natural History Museum, is watched by one of the exhibits as he holds the jawbone of Gigantopithecus

ESSENTIAL education Modern myths

HISTORY is full of fabulous creatures and a new exhibition is exploring the history of such marvellous beings as the yeti, dragons, unicorns and the Loch Ness Monster.

Myths and Monsters is a major new show at the Natural History Museum looking at each creature from the point of view of mythology, history and science.

Centrepiece of the show is a collection of giant moving models shrouded in mysterious pods, set in front of a dramatic backdrop and accompanied by chilling sound effects.

These specially-created figures are combined with some of the museum's own specimens which demonstrate that bizarre beings are the stuff of real life, not just legends.



Supporting the show is a series of educational activities for youngsters, including storytelling, creative writing workshops and hands-on sessions with specimens linked to the myths and monsters theme.

There is something on offer every day until the exhibition closes on September 13.

Everyone can take part in the make-a-monster challenge and the Discovery Zone gives seven- to 11-year-olds the chance to handle specimens before learning more about the fact and fiction of monsters.

Monstrous Investigations provides a first hand

account of an intrepid explorer's adventures and you can also join a Meet-the-Scientist session to hear about their investigations. Both these events are aimed at the seven to 11 age groups. Special tickets are needed to take part in more events in the museum's Len Moon Room, including storytelling for four to seven and seven- to 11-year-olds and communication games exploring how myths develop.

■ For full details, contact the museum's events hot-line on 0171 938 8844. The Natural History Museum is open from 10am to 5.50pm Monday to Saturday and 11am to 5.50pm on Sunday. Admission tickets for all galleries including the *Myths and Monsters* exhibition cost £6 for adults and £3 for children (five to 17). Children under five are admitted free. Concessions and family tickets are also available. For other inquiries call 0171 938 9123 or consult the World Wide Web on <http://www.nhm.ac.uk>



Myths and monsters: Clockwise from above - Cyclops, the chimera and the robotic model of a dragon.

Livingator





WHAT BENEDICT'S TALENTS?

MINIMAL GRIND

The creator of the start-up regime, to avoid the pressures of "the grind" he decided any bit of "time" is an act of "love". The presentation of an artist's art is considered "labor" is dismissed and rejected as a thing. The result, adding in his own personal essence, heeded to the creation of the "art" which is not only important but represents the interests of the work. The idea, which is not only important but represents the interests of the work, is not only important but represents the interests of the work.

RUBBER PLANT

In the States and Scotland this was the first of its kind. The plant is a small, green, fleshy-leaved plant that grows in a pot. It is a very hardy plant and can survive in a variety of conditions. It is a very hardy plant and can survive in a variety of conditions. It is a very hardy plant and can survive in a variety of conditions.

GERANIUM

While for geraniums in general, it is a very hardy plant and can survive in a variety of conditions. It is a very hardy plant and can survive in a variety of conditions. It is a very hardy plant and can survive in a variety of conditions.

From tomorrow, London's Natural History Museum hosts a major new exhibition, *Myths and Monsters*, complete with moving models of yetis, unicorns, dragons and other strange beasts. The exhibition will detail the various attempts by monster hunters to prove such creatures exist. Sceptics disagree, but, as the show points out, scientists claim that millions of species remain undiscovered. *Myths and Monsters*, April 5 to September 13, The Natural History Museum (0171 938 9123). Adults, £6; children (5-17 years) £3; under-fives free; family £16.




EXHIBITION

34 YEARS AGO TODAY

The Beatles matched the first five places in the US charts (with Carl's) *Hey Mr. Love, Twist And Shout, She Loves You, I Want To Hold Your Hand and Please Please Me*.

It was thrilling because it was never been done before and never will again, probably. But we were so damn huge, we passed briefly, looked at it, and said "great", and then got on with the job of making the next hit...

— The Beatles, from the *George Harrison* book

WYTHS AND MONSTERS

TICKETS TO BE WON!

Cyclops, unicorns, yatz, dragons, chimeras, the Loch Ness monster... Do any of these creatures really exist? Whatever you believe, you'll love the Wyths and Monsters exhibition, now on at The Natural History Museum, which features full-size realistic model creatures as well as some of the Museum's real specimens and replicas.

A TRIP THROUGH TIME

This exciting collection, open until 15th September, takes you on a journey from ancient times, when legends of bizarre beasts were being told, through to the present day, when scientific facts can often tell us what's real and what's not. The dragon, the beautiful white-headed unicorn and the terrifying one-eyed Cyclops are all featured in the exhibition. Experts at the Museum have been called upon to examine strange findings connected with these creatures, and to give the much for possible explanations to the legend of the mysterious Loch Ness monster.

Most of the world have changed a lot since stories of extraordinary creatures from dream land were first told. But scientists have that only a fraction of the estimated 30 million species on Earth have been discovered. We may never know for sure which creatures exist and which are imagined.

COMPETITION

To win one of five family tickets to the Natural History Museum, simply answer this question:

How many eyes does a Cyclops have?

Write your answer on the competition entry form on page 9 and send it to the address shown. The first five answers drawn at random after the closing date will win. Standard competition rules apply - see page 50.

NATURAL HISTORY MUSEUM
ADDRESS: LONDON WC2N 5AT
Museum to Saturday, 10.00am - 5.00pm
Sunday, 10.00am - 5.00pm
Phone: 0444 1 246 1111 or 1 246 1111
For more info, call 0171 939 1931



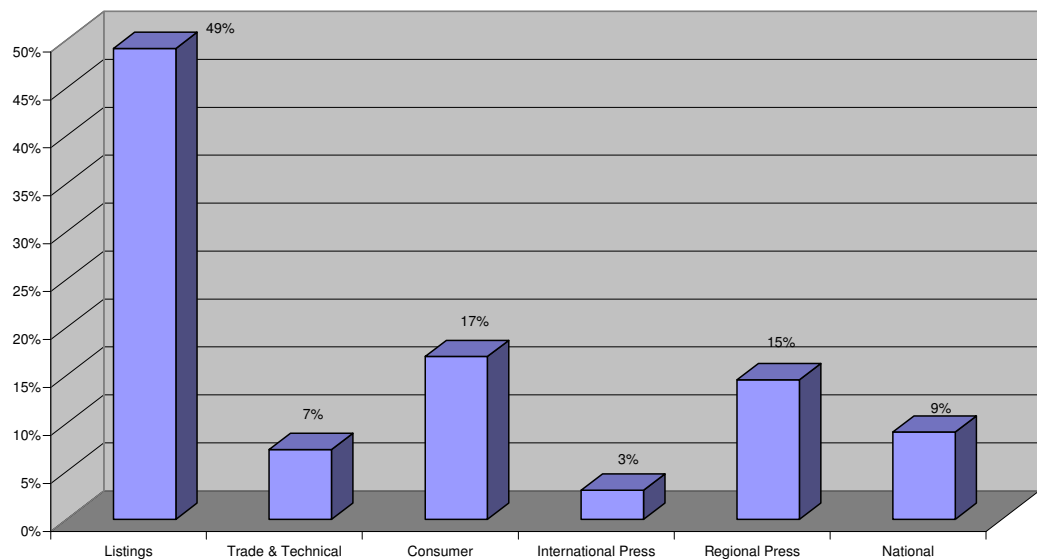
Media campaign analysis

Media objectives and achievements

1. **Objective:** secure feature articles in national Saturday and Sunday supplement magazines.
Achieved: large colour piece in the Saturday Express Magazine.
2. **Objective:** secure feature articles in national and international print media.
Achieved: 20 articles secured. Includes: The Independent, The Mirror, The Telegraph, The Mail, The Guardian, The Times, The FT, The Sunday Times, The New Zealand Herald (Auckland).
3. **Objective:** secure coverage in children's press (newspapers)
Achieved: three articles placed. Front cover and article in the Young Telegraph, double-page spread in the Funday Times, article and competition in the Times Meg@.
4. **Objective:** secure coverage in consumer magazines.
Achieved: 28 features placed including Sainsbury's Magazine, She, Top Sante, Business Life, Home & Country, Eurostar Magazine, Home & Life, Bella, High Life, Take a Break, Focus.
5. **Objective:** secure coverage on children's TV and radio.
Achieved: four items secured. Nine-minute feature item on BBC TV's Blue Peter, eight-minute feature item on Nickelodeon (cable), two-minute feature item on BBC TV's Newsround, 30-minute feature on Disney Channel's Splat Attack.
6. **Objective:** secure coverage on national adult consumer TV.
Achieved: nine items secured. Includes: 30 minutes of weather slots on GMTV, three-minute news item on BBC World TV News, seven-minute feature item on Channel 4's The Big Breakfast, two-minute feature item on Carlton TV's Good Stuff.

7. **Objective:** secure coverage on key consumer and news radio programmes.
Achieved: 16 items secured. Includes: interviews on BBC Radio 4's Start the Week, Science Now, Today, Front Row and Woman's Hour, BBC Radio 1's Newsbeat, BBC Radio 2's John Dunn Show and the Steve Wright Show, BBC World Service radio Outlook and Science in Action.
8. **Objective:** secure coverage in the Museum and Leisure Industry media.
Achieved: six items secured. Includes: Heritage magazine, Museums and Galleries magazine, Group Travel Organiser, Leisure Opportunities.

Analysis of press coverage for myths and monsters



Additional information

56 media attended the press preview at the Natural History Museum

Enquiries

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